

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554**

)	
In the Matter of)	
Expanding the Economic and Innovation)	Docket No. 12-268
Opportunities of Spectrum)	
Through Incentive Auctions)	

**REPLY COMMENTS OF
LINCOLN BROADCASTING COMPANY,
A CALIFORNIA LIMITED PARTNERSHIP
(KTSF DT, SAN FRANCISCO, CA)**

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March 12, 2013

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I. Introduction

Lincoln Broadcasting Company, A California Limited Partnership (“Lincoln”), is the licensee of digital full-power commercial television broadcast station KTSF, San Francisco, California. KTSF is the leading provider¹ in the San Francisco market of broadcast programming to the large, growing and historically-underserved audiences who speak several different Asian and other non-English, non-Spanish languages.

II. Lincoln Supports the National Association of Broadcasters’ (“NAB”) Opening Comments Position that “all reasonable efforts” Requires Preserving the Same Station Population and Service Area Actually Served as of the Enactment Date of the Spectrum Act.²

Lincoln is concerned not only about repacking, including repacking resulting from reassignment of stations above Channel 31 to below-31 vacant channels (KTSF’s channel is 27), but also about channel change (which would likely be more disruptive for multilanguage stations and their viewers than for English-language stations, in light of KTSF’s experience during the digital transition).

¹ KTSF leads the market in the number of hours of Asian programming per week on the station’s main channel, and in the number of foreign languages in which programming is broadcast.

² NAB Comments Section II.C., pp. 18-25.

NAB makes the “same station population and service area” point for all stations, barring “extraordinary circumstances.” Stations such as KTSF, which serve primarily minority audiences, would be particularly vulnerable to loss of their multi-ethnic audiences if the FCC did not adhere to NAB’s suggested approach. KTSF’s specialized audiences would also be deprived of the station’s diverse foreign language programming, including but not limited to news and public affairs.

KTSF exemplifies the NAB Comments point that viewers are not “fungible.” Lopping off part of such a station’s service area that includes one or more of its multi-ethnic audiences cannot be compensated for by extending the service area to where such viewers are scarce or nonexistent. To treat viewers as fungible would disserve stations, their audiences and the public interest. It would also be inconsistent with the caption of the spectrum auction proceeding, “Expanding the Economic and Innovation Opportunities of Spectrum Through Incentive Auctions.” KTSF expands the economic and innovation opportunities of its spectrum daily through its facilities and programming, which are mainly used to serve otherwise historically underserved populations.

Consistent with long-standing Commission and Congressional policy, it is in the public interest to maintain and increase diverse programming to historically underserved broadcast audiences. The NPRM mentions that this need also exists in the broadband world. In this context the NPRM speaks in part of new entrants to broadcasting. It would make no sense, however, nor would it meet Spectrum Act and longstanding policy goals (of which the FCC may take official notice), to undermine, by repacking, channel change or significant new interference, an existing station such as KTSF which already provides service primarily to diverse minority audiences.

III. KTSF Has Provided Free, Over The Air Multi-language, Multi-ethnic Programming Continuously For 37 Years, And Chooses To Continue To Do So Indefinitely

A. KTSF Programming.

Main channel programming. KTSF has been serving the diverse Asian population in the San Francisco DMA since it signed on the air in September of 1976. At that time, programming was directed at the then two largest communities, Chinese and Japanese.

However, as immigration patterns changed throughout the 1980's, KTSF expanded its Asian programming to serve new communities such as Vietnamese, Korean, Filipino and Asian Indian. In the 1990's, with many tech workers moving to the Bay Area from China and Taiwan under the H1-B visa program, KTSF further expanded its Chinese programming to serve these new residents.

Lincoln has continued to innovate and adapt its programming to the ever-changing mix of Asian-language viewers in the many communities KTSF serves. Currently the station offers programming in Cantonese, Mandarin, Japanese, Korean, Tagalog (the main Filipino dialect), Vietnamese and Hindi. One hundred percent of the station's prime time programming per week is in these languages. Lincoln produces some of this programming in its own studio, and acquires the rest from domestic and foreign producers. KTSF broadcasts full time seven days per week (except during three hours on Sundays).

KTSF broadcasts news in each of these languages. For all the Asian communities KTSF serves, news represents perhaps the most innovative of its many programs. These newscasts, primarily local in content, inform residents of essential health, education, transportation and

many other important matters in their native languages. In 2012, Nielsen reported that Asians represented 23.1% of the San Francisco-San Jose-Oakland DMA.³

Lincoln produces live Cantonese and Mandarin newscasts in its own studio. Cantonese news runs at 7-8 pm 5 days a week, Monday to Friday. Mandarin news runs from 10-11 pm on the same days. Cantonese news also airs Saturdays from 6-6:30 pm; Mandarin news airs Sundays at 6:30 pm.

KTSF main channel audience. Nielsen data shows the extent of viewer reliance on KTSF for news and other programming. KTSF multicultural programming in the San Francisco market is highly competitive with “mainstream” stations. For instance, for the full year 2011, among late afternoon-early evening newscasts, KTSF’s 7:00 pm Cantonese News was ranked first among all stations in the market in the 18-49 demo. The Univision Spanish-language 6:30 pm newscast was ranked 2nd.⁴ For the full year 2012, KTSF’s 7:00pm Cantonese News was ranked 3rd in the 25-54 demo with two Univision newscasts taking the 1st and 2nd positions.⁵ In 2009, KTSF reporter Jo Wan was honored with the USC Annenberg Walter Cronkite Award for Excellence in Television Political Journalism for her Chinese-language coverage of the 2008 presidential election.

³Nielsen Local Television Market Universe Estimates 2012-2013.

⁴ Nielsen Media Research Live+SD-Year 2011, P18-49 Program Average. Numbers are based on total persons in the SF DMA. *Early night newscasts include local news and network evening newscasts starting between 4:30p and 7p Monday--Friday.

⁵ Nielsen Media Research Live+SD-Year 2012, P25-54 Program Average. Numbers are based on total persons in the SF DMA. *Early night newscasts include local news and network evening newscasts starting between 4:30p and 7p Monday--Friday.

These dominant rankings in the San Francisco television market demonstrate the diversity of the market and the need to ensure that full service to these multicultural communities is maintained, not lost or curtailed.

Emergency information. KTSF provides breaking emergency information in all of the languages in which it broadcasts. KTSF has also pre-recorded post-earthquake safety information in all languages offered on the station. The information is all in graphics in 6 languages: Cantonese, Mandarin, Japanese, Korean, Vietnamese and English.

B. Digital Subchannels.

KTSF also uses its digital spectrum to broaden its service to the Bay Area's growing Asian population. KTSF now operates three full-time digital subchannels that are carried by local cable operators in addition to the over-the-air coverage. These three channels are KBS America serving the Korean community, VietToday serving Vietnamese and ICN serving the Chinese market.

IV. KTSF's viewership is far more reliant on over-the-air ("OTA") delivery than other stations in the San Francisco television market.

In a typical week, 35.9% of all viewership of KTSF is done on a set in the home not connected to cable or satellite. In the San Francisco market for all stations for the same week, only 11.9% of all viewership came from an unconnected set. KTSF primetime viewers are even more dependent on the over-the-air signal. Monday-Friday primetime over-the-air viewership in the same week was 38.1% while the market average for all stations was 10.1%. Data is provided from the last week in which Nielsen supplied this data.⁶ There were 18 stations in the market in the report. KTSF's OTA viewership was the highest in the group.

⁶ Nielsen SF DMA OTA and Total HHs Avg QHR Persons 2+, January 2013.

For KTSF, this “OTA” viewing is crucial to the Commission’s adoption of rules for the spectrum auction, particularly the Spectrum Act’s directive to preserve enactment date viewers and service areas. Public service such as KTSF provides depends upon FCC full implementation of the Act’s directives to preserve, by all reasonable means, the ability of broadcasters who opt out of the “reverse auction” to continue to serve their audiences at least as well as on the Spectrum Act’s enactment date.

V. Conclusion

In light of the facts and other material provided above, Lincoln endorses the following excerpt from a recent NAB ex parte filing in Docket 12-268:

“NAB also explained the potential threat repacking presented to millions of American television viewers, and the disproportionate impact that repacking will have on people of color, disabled and elderly Americans, and those individuals and families for whom English is not their primary language. These Americans more often rely exclusively on free, over-the-air broadcasting for their news, information, entertainment and connection to their communities, and thus are more vulnerable to changes in stations’ coverage areas and populations served.”⁷

Respectfully submitted,

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⁷ Notice of *Ex Parte* Presentation of the National Association of Broadcasters, GN Docket No. 12-268, at 1-2 (filed Feb. 26, 2013).